



DANUrB - DANube Urban Brand



Interreg



EUROPEAN UNION

Danube Transnational Programme

DANUrB

On January 1, 2017, thirty-nine partners from Hungary, Slovakia, Austria, Croatia, Romania, Bulgaria, and Serbia officially started the project **DANUrB - DANube Urban Brand**. The financial support of more than 2,7 million Euro for cooperation on a **regional network building through tourism and education to strengthen the “Danube” cultural identity and solidarity** was approved within the Interreg Danube Transnational Programme.

The main goal of the project is to **create a comprehensive spatio-cultural network, a “Danube Cultural Promenade”** connecting all communities along the Danube River, unifying these into one tourism destination brand, offering thematic routes and developing possibilities that can increase the number of visitors and can prolong their stay in the region.

Start date: 01-01-2017

End date: 30-06-2019

Budget: 2.703.844,00 €
- ERDF Contribution: 2.176.798,14 €
- IPA Contribution: 121.469,25 €

Priority: Environment and culture responsible Danube region

Specific objective: Foster sustainable use of natural and cultural heritage and resources

Project webpage: www.interreg-danube.eu/approved-projects/danurb

Follow the DANUrB project on social media:



PROJECT KICK-OFF MEETING IN BUDAPEST - FEBRUARY 15-17, 2017

On 15-17 February 2017 the **DANUrB project** was officially started with the **kick-off event and 1st partners’ meeting** in Budapest, hosted by the Budapest University of Technology and Economics (BME) and gathered more than 150



representatives from 7 Danube countries. The event was designed to **raise awareness** of the objectives and activities of the project and to **provide information on the expected results and benefits to public and private stakeholders.**

[Read more](#)

WORKSHOP IN ŠTÚROVO, SLOVAKIA - MARCH 2, 2017



In early March, 2017 the representatives of Slovak University of Technology in Bratislava **met with the Štúrovo municipality authorities to start the fruitful cooperation** within the DANUrB project objectives. After exploring the impressive surroundings, all participants **debated about potentials, problems, threads or visions for this "sister city"** of beautiful Esztergom which are divided/connected by the Danube River.

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WORKSHOP IN GOLUBAC, SERBIA - MARCH 2, 2017



The DANUrB consortium covers an extensive part of the Danube area. A one-day trip and workshop organized by Faculty of Architecture in Belgrade with local community in Golubac, Serbia known by the remarkable fortress, provided a good opportunity to discuss some **specific topics and conditions which trigger general territorial and tourism development.**

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ON-SITE RESEARCH CAMP - MARCH 6-10, 2017



As part of the "DANUrB" project, around 100 representatives met at the Danube University Krems in early March to discuss **new ideas concerning the cultural and tourism landscape of the Danube Region.**

The participants were inspired by excursions into the UNESCO World Heritage Cultural landscape "Kulturlandschaft Wachau" and its numerous attractions.

[Read more](#)

ON-SITE RESEARCH TRIP, ESZTERGOM - ŠTÚROVO



Students from the Faculty of Architecture of BME got an insight into the architectural and cultural heritage of Štúrovo and Esztergom. Such research trips and their outputs are **crucial for understanding the connection between the Danube River and the communities on both banks** of the river that also acts as a natural state border in order to move forward with the DANUrB project.

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CALL FOR PROPOSALS: PARTICIPATORY ART INTERVENTIONS ALONGSIDE THE DANUBE

We invite all artists and artist collectives to submit proposals addressing the interdependency and uniqueness of the built and/or natural environment provided by the Danube in its region. **Project applications shall contribute to the 'DANUrB Cultural Network'**, by emphasizing the importance of local knowledge and the experimentation with non-verbal forms of communication and learning.

[Read more](#)

UPCOMING EVENT

Slowly but surely we are approaching the important milestone of the '**Danube Day**'. We want to **celebrate this river and the prominence of its cultural potential**. You are all cordially invited to participate in the DANUrB workshop in Štúrovo / Esztergom on June 27-30, 2017 and enjoy the opportunity for personal networking.

[For more information follow the DANUrB webpage](#)



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